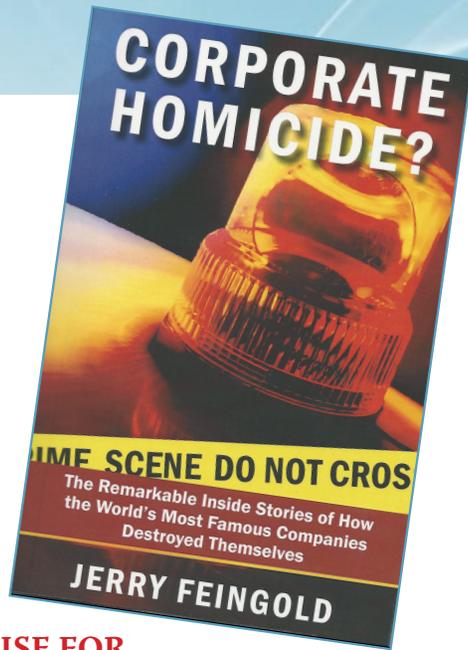


# Corporate Homicide?

by Jerry Feingold



## PRAISE FOR... CORPORATE HOMICIDE?

*"Kodak, Polaroid, Schwinn Bicycles—all dead and buried. I wondered what happened to them. At last, Jerry Feingold lays it all out with his authoritative and compelling research that reveals how these companies were destroyed by their own CEOs. At fascinating and easy read."*

— Ed Turner, Executive Vice President, Worldwide Operations for two Fortune 500 companies

*"In CORPORATE HOMICIDE, Jerry Feingold vividly describes how countless 'too big to fail' blue-chip companies self-destructed as a result of the hubris of bosses who deluded themselves into thinking they were untouchable. Like a clinical pathologist, Feingold peels away the subterfuge and takes the reader into the mind set of these so called 'captains of industry' who were blinded by their own excessive pride and ego." — David Ostrove, Attorney and Law Professor*

*"CORPORATE HOMICIDE? is a shocking eye-opener. Jerry Feingold does an ace detective job—as a latter-day Sherlock Holmes. With precise, riveting detail he investigates, presents the damning evidence—and nails it perfectly.*

—Ivor Davis, investigative report, author, and syndicated columnist

## How did so many Fortune 500 companies go so wrong?

They were blue chip corporations, legends in world business that appeared indestructible: Those icons who would last forever. Or so we thought. Kodak, King of Hollywood and Everyman's photos. Who would have predicted their demise? Same with Blockbuster, Tower Records, Schwinn Bicycles, Eastern Airlines, Pan Am, Zenith and more—all gone.

The sad fact is only 12% of the Fortune 500 in 1955 are still listed on the S&P. What caused this catastrophic decline in companies that once seemed guaranteed their place in history?

In *Corporate Homicide?* Veteran business writer, author and former C-Level executive Jerry Feingold delivers a scathing and expert autopsy of what really happened and what led to their stunning demise. He tracks a number of famous brand names, most who have declined or disappeared, and a few whose management saw the future and made the changes required to thrive. Feingold meticulously details how in each case the CEO, those so-called "Captains of Industry," led their army of employees to their inevitable corporate death.

Feingold explores the questions: What were these guys thinking? and details the specific mistakes they made. *Corporate Homicide?* Describes lost opportunities, how to recognize the potential danger a capricious decision might cause and most important—how to avoid and overcome these dangers.

This book should become required reading at all Business Schools.

## FACTS ABOUT: *Corporate Homicide?*

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## MEDIA KIT

Reviewers: email  
[Kathleen@KathleenKaiser.com](mailto:Kathleen@KathleenKaiser.com)  
to receive a book for review.

## Author Bio



Before becoming an author, Jerry Feingold was a highly sought-after management consultant helping his clients become "globally competitive." He began independent consulting after retiring from three decades in senior management positions with four Fortune 500 companies; ITT, RCA, International Playtex, and Harman International. While employed in industry, he became an enthusiastic practitioner of Kaizen and other Japanese Lean management techniques that he studied in Japan and applied there.

He rose to the presidency of the Harman International company that manufactured JBL and Infinity branded loudspeakers that were decisively competitive with Asian products. He ultimately progressed to the position of Corporate Vice President of Quality at Harman, where he was responsible for worldwide corporate quality and automation

He formed Continuous Improvement Consultancy ("CIC") in 1998 in Ventura, California offering his services to a wide variety of companies in America and Europe including: ITT, Fujifilm, TIAA, Dean Foods, Advanced Bionics, General Atomics. Polestar Printing (UK), Xaar (Sweden).

In addition to numerous speaking engagements at universities and international conferences, Jerry has been featured on Public Television and talk radio. He lives in Ventura, California.

Learn more about Jerry Feingold at:  
[www.JerryFeingold.com](http://www.JerryFeingold.com) and follow him on Facebook @  
*JerryFeingoldAuthor*